

# Vaping Cessation Resources for Young Adults on North American Quitline Consortium Websites: An Observational Audit

WNY CENTER FOR RESEARCH ON FLAVORED TOBACCO

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# **BACKGROUND**

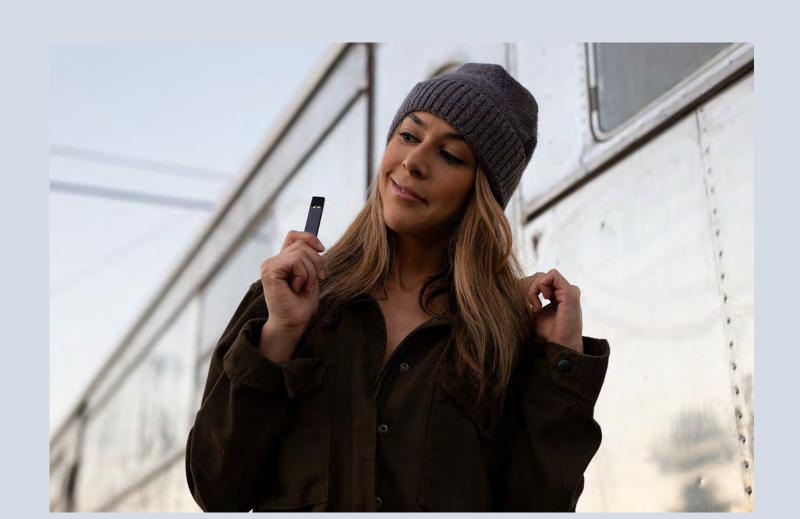
- Young Adults ("YA"; ages 18-25) may want to quit vaping, but this does not necessarily translate to higher rates of successful cessation.<sup>1,2</sup>
- The National Cancer Institute (NCI) prioritizes YAs as a vulnerable population in need of more interventions.
- It's unclear what targeted or tailored resources are available for YAs.<sup>2</sup>
- REWORD THIS PER CITATIONS 4 and 5: YAs are often subject to increased peer pressure and lack of supervision, because a substantial proportion live on college campuses which can affect their health behaviors.<sup>4,5</sup>
- The present study assessed the availability of vaping cessation resources tailored for YAs among North American Quitline Consortium (NAQC) websites.

# RESEARCH QUESTION

Do North American Quitline Consortium (NAQC) websites provide sufficient tailored resources and information to support vaping cessation for YAs aged 18-25?

# **METHODOLOGY**

- The North American Quitline Consortium (NAQC) website was used to locate State-level Quitline resources for each US State and Canadian province.
- An audit checklist tool was adapted from our previous work to identify resources targeted for YAs.
- Each website was evaluated via this tool to determine the presence and comprehensiveness of available resources.
- Inclusion criteria: Educational and cessation e-sources for "ENDS, nicotine, e-cigarette, vaping."
- Exclusion criteria: Resources available only for "tobacco, smoking, cigarettes."



Need more pictures in this space above Table 1. Avoid modeling pictures where teens are smoking. Need to connotate "cessation".

Table 1: Resources for Young Adults by State [Instead of Yes / No, maybe Green = Yes and Red = No? Then we fill in each cell, see example cells below...]

State	Vaping	Website	Homepage	Image	State	Vaping	Website	Homepage	Image
AL	Yes	No	No	No	MT	No		No	No
AK	Yes	Yes	Yes	No	NE	Yes		No	No
AZ	Yes	Yes	No	No	NV	No	No	No	No
AR	Yes	Yes	Yes	Yes	NH	Yes	Yes	Yes	No
CA	Yes	No	No	Yes	NJ	Yes	Yes	Yes	Yes
CO	No	No	No	No	NM	No	No	No	No
CT	Yes	No	No	No	NY	Yes	Yes	No	No
DE	No	No	No	No	NC	Yes	No	No	No
FL	Yes	Yes	Yes	No	ND	Yes	Yes	Yes	No
GA	Yes	No	No	No	OH	No	No	No	No
HI	Yes	No	No	No	OK	Yes	No	No	No
ID	Yes	No	No	No	OR	No	No	No	No
IL	No	No	No	No	PA	Yes	No	No	No
IN	No	No	No	No	RI	No	No	No	No
IA	No	No	No	No	SC	Yes	No	No	No
KA	No	No	No	No	SD	Yes	No	No	No
KT	No	No	No	No	TN	No	No	No	No
LA	Yes	No	No	No	TX	No	No	No	No
ME	Yes	Yes	Yes	Yes	UT	Yes	No	No	Yes
MD	Yes	Yes	Yes	Yes	VT	Yes	No	Yes	No
MA	Yes	No	No	No	VA	Yes	No	No	No
MI	No	No	No	No	WA	Yes	No	No	No
MN	Yes	No	No	No	WV	Yes	No	No	No
MS	No	No	No	No	WI	Yes	Yes	Yes	Yes
MO	No	No	No	No	WY	Yes	No	No	No

**Table 1.** The column with the heading "Vaping" indicates whether or not a site had information on ENDS/vaping; the "Website" column indicates whether a site had information about YA-tailored resources; "Homepage" indicates whether YA resources are linked to the homepage; and "Image" indicates whether or not a site had images or videos representing YA anywhere on the site.

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## RESULTS

- Five Quitsites were broken and therefore excluded.
- 32/59 (54.2%) Quitsites had no observable support for YA-targeted vaping cessation.
- 48/59 (81.4%) Quitsites had no YA-targeted vaping cessation support on the homepage or any dedicated pages for the topic.
- 18/47 (38.2%) of US States had no mention of vaping or ENDS anywhere on the website. All Canadian sites contained vaping information.
- 47/59 (79.7%) Quitsites had no YA representation in images or videos anywhere on the page.

## **DISCUSSION**

- State Quitlines currently offer little support for YAs interested in quitting vaping.
- Over half of the territories had no YA support, with over three-quarters lacking dedicated locations for YA-targeted vaping cessation.
- Over a third of States had no mention of vaping anywhere on their sites.
- As we grow to understand the dynamics of YA-specific vaping cessation, states are encouraged to add resources for Yas to facilitate their journey of quitting vaping.
- Increasing access to cessation resources will expand the perception of the risks of vaping, leading to healthier decisions driven by reliable sources of information.

### REFERENCES

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